

Hubbard County Retail Trade Overview

Total Taxable and Gross Retail Sales

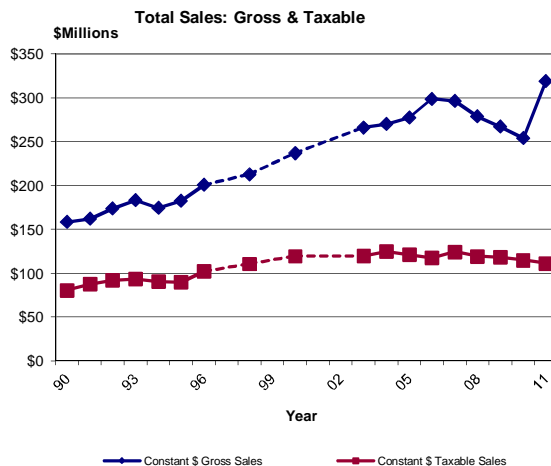
The table below presents gross and taxable retail and services sales for Hubbard County from 1990 through 2011. Taxable sales in Hubbard County increased 7.3 percent from 2004 to 2011, while the number of firms fell 4.4 percent. Statewide, taxable sales increased 5.4 percent over the same time period and the number of firms rose 0.3 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

The table also presents sales data in constant 2011 dollars. These figures have been adjusted for inflation to reflect their value 2011. For example, in 1990, taxable sales in Hubbard County totaled \$46.74 million, an amount worth \$80.58 million in 2011 dollars. In constant dollars, gross sales grew 18.1 percent between 2004 and 2011. Constant dollar taxable sales decreased 10.9 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2011 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	14,939	\$91.95	\$46.74	\$158.53	\$80.58	586	\$3,129	0.71
1991	15,189	\$98.67	\$53.44	\$161.75	\$87.61	594	\$3,519	0.80
1992	15,430	\$107.67	\$56.88	\$173.66	\$91.75	611	\$3,687	0.76
1993	15,591	\$117.17	\$59.56	\$183.09	\$93.06	612	\$3,820	0.76
1994	15,868	\$115.16	\$59.51	\$174.48	\$90.17	571	\$3,751	0.69
1995	16,134	\$124.09	\$60.88	\$182.49	\$89.53	558	\$3,773	0.66
1996	16,391	\$140.26	\$71.60	\$200.37	\$102.28	602	\$4,368	0.65
1997	16,669	NA	NA	NA	NA	NA	NA	NA
1998	16,909	\$153.05	\$79.65	\$212.57	\$110.63	595	\$4,711	0.68
1999	17,031	NA	NA	NA	NA	NA	NA	NA
2000	18,376	\$180.00	\$90.71	\$236.84	\$119.36	576	\$4,936	0.65
2001	18,369	NA	NA	NA	NA	NA	NA	NA
2002	18,425	NA	NA	NA	NA	NA	NA	NA
2003	18,635	\$215.48	\$96.80	\$266.03	\$119.51	645	\$5,195	0.58
2004	18,849	\$224.02	\$103.55	\$269.90	\$124.76	662	\$5,494	0.59
2005	18,861	\$238.31	\$103.94	\$277.11	\$120.87	654	\$5,511	0.58
2006	18,890	\$265.84	\$104.67	\$298.70	\$117.61	626	\$5,541	0.58
2007	18,781	\$272.28	\$114.34	\$295.95	\$124.28	667	\$6,088	0.63
2008	18,810	\$264.55	\$113.33	\$278.47	\$119.30	655	\$6,025	0.63
2009	18,644	\$253.88	\$112.47	\$267.24	\$118.39	634	\$6,032	0.67
2010	20,386	\$246.19	\$111.44	\$253.80	\$114.88	639	\$5,466	0.61
2011	20,439	\$318.71	\$111.15	\$318.71	\$111.15	633	\$5,438	0.58
7 yr Change '04 to '11	8.4%	42.3%	7.3%	18.1%	-10.9%	-4.4%	-1.0%	-1.7%
3 yr Change '08 to '11	8.7%	20.5%	-1.9%	14.4%	-6.8%	-3.4%	-9.7%	-7.5%

*Gross sales figures are self-reported by firms and not audited by the Dept. of Revenue for accuracy.

Hubbard County: Retail/Service Sales in Constant Dollars

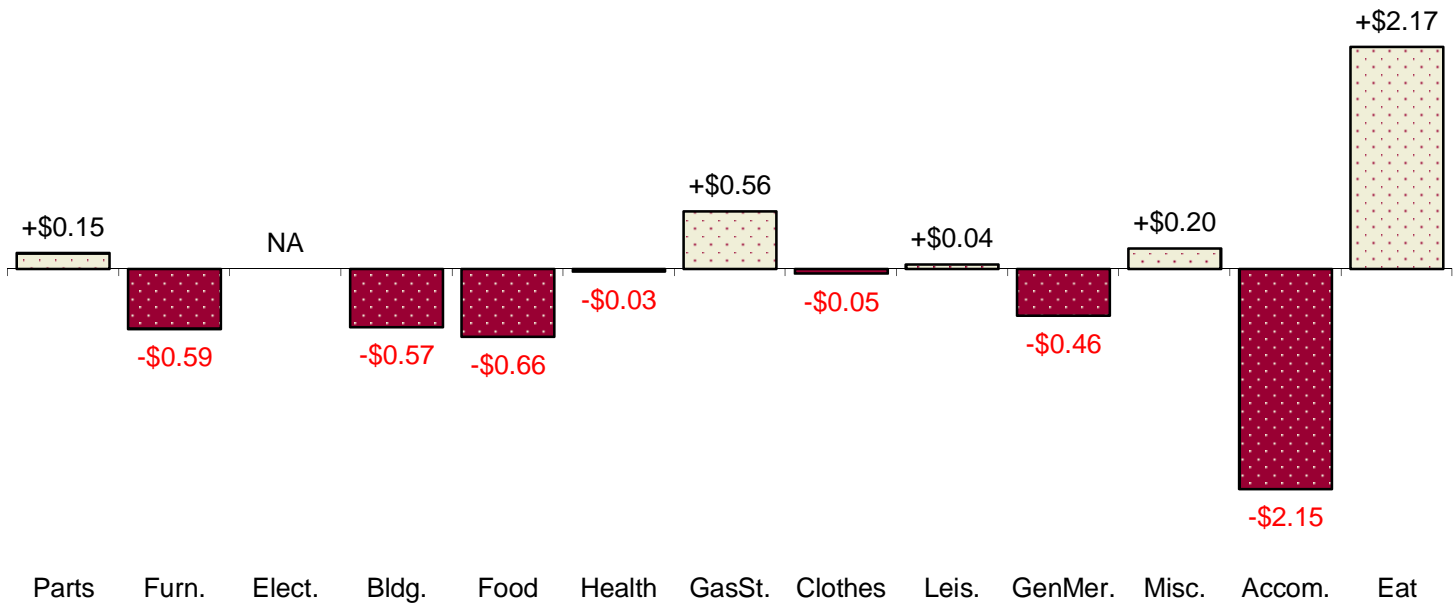


Hubbard County Components of Change*, 2008 to 2011

Category	Taxable Sales 2008	Taxable Sales 2011	Dollar Change	Percent Change
Vehicles & Parts	\$3,939,942	\$4,093,024	+\$153,082	+3.89%
Furniture Stores	\$3,081,069	\$2,494,345	-\$586,724	-19.04%
Electronics	\$1,205,525	NA	NA	NA
Building Materials	\$19,561,196	\$18,989,643	-\$571,553	-2.92%
Food, Groceries	\$13,386,039	\$12,721,562	-\$664,477	-4.96%
Health, Personal Stores	\$1,099,179	\$1,073,128	-\$26,051	-2.37%
Gasoline Stations	\$4,372,613	\$4,934,320	+\$561,707	+12.85%
Clothing	\$327,322	\$280,465	-\$46,857	-14.32%
Leisure Goods	\$1,380,189	\$1,422,375	+\$42,186	+3.06%
General Merchandise Stores	\$21,775,660	\$21,315,570	-\$460,090	-2.11%
Miscellaneous Retail	\$3,695,174	\$3,893,688	+\$198,514	+5.37%
Accommodations	\$9,964,123	\$7,809,225	-\$2,154,898	-21.63%
Eating & Drinking Places	\$15,055,260	\$17,228,495	+\$2,173,235	+14.44%
Total Retail and Services Sales	\$113,332,506	\$111,154,849	-\$2,177,657	-1.92%

* Figures not adjusted for inflation.

Dollar Changes by Category (in Millions) 2008 - 2011

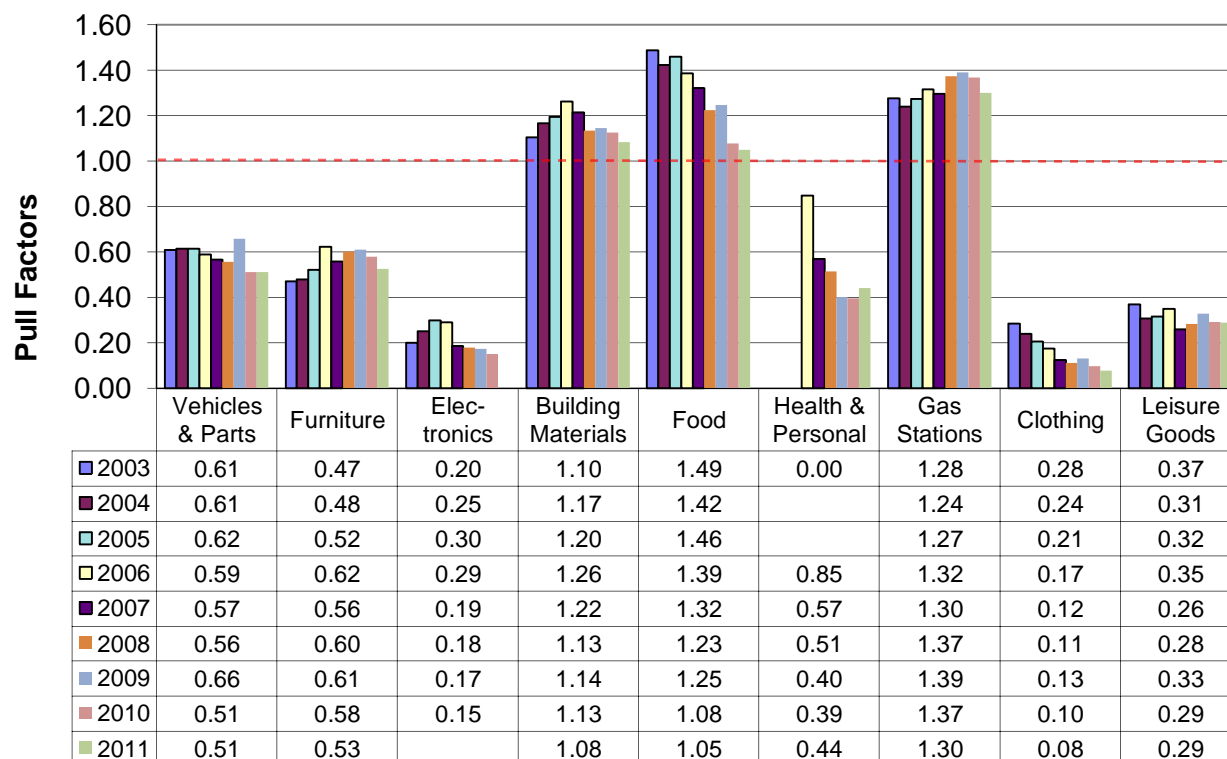


Pull Factors By Merchandise Category

Hubbard County

The following tables and charts depict pull factors in Hubbard County from 2003 to 2011* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Pull Factors by NAICS Merchandise Category (1 of 2)



NAICS Category Descriptions

Motor Vehicles & Parts: Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, trailers, tires, and parts.

Furniture: Stores that sell furniture, beds, carpeting, window coverings, lamps, china, kitchenware, & woodburning stoves.

Electronics: Establishments primarily engaged in retailing household-type appliances, sewing machines, cameras, computers, and other electronic goods.

Building Materials: Establishments that sell lumber, hardware, paint, wallpaper, tile, hardwood floors, roofing, fencing, ceiling fans, lawn equipment, and garden centers.

Food: Grocery stores, deli's, bakery, & butcher shops that sell food to be prepared at home. Liquor stores.

Health & Personal: Pharmacies, food supplements, vision supplies, cosmetics, & hearing aid stores.

Gas Stations: Retailers that sell fuel along with convenience store items.

Apparel: New clothing and accessories, jewelry, shoes, bridal shops, clock shops, and luggage stores.

Leisure Goods: Sporting goods, books, music, hobby stores, fabric shops, and toy stores.

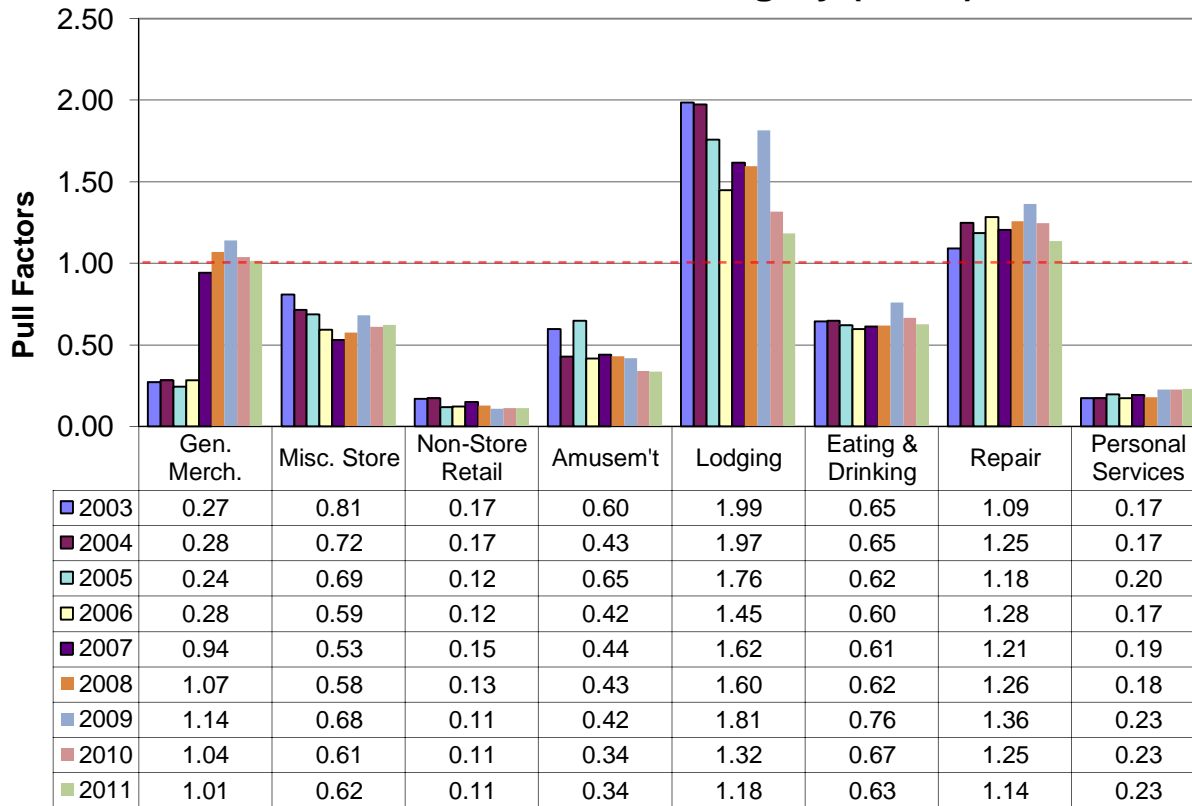
*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Recent Trends By Merchandise Category

Hubbard County

The following tables and charts depict pull factors in Hubbard County from 2003 to 2011* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Pull Factors by NAICS Merchandise Category (2 of 2)



NAICS Category Descriptions

General Merchandise: Establishments that sell a mixed line of goods. Examples are department stores, supercenters, and dollar stores.

Miscellaneous Store Retailers: Stores not covered in other categories such as florists, office supplies, pets, antiques, tobacco, art, used merchandise, and trophies.

Non-Store Retail: Retailers that do not use stores. This includes mail order, internet selling, bazaars, vending machines, fuel oil dealers, firewood dealers, door-to-door sales, and produce stands.

Amusement: Establishments such as golf courses, bowling lanes, marinas, amusement parks, water parks, shooting ranges, pool halls, horseback riding, ballrooms, health club facilities, ski hills, and casinos.

Lodging: Seasonal resorts, hotels, boarding houses, bed & breakfast, campgrounds, and RV parks.

Eating & Drinking: Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs.

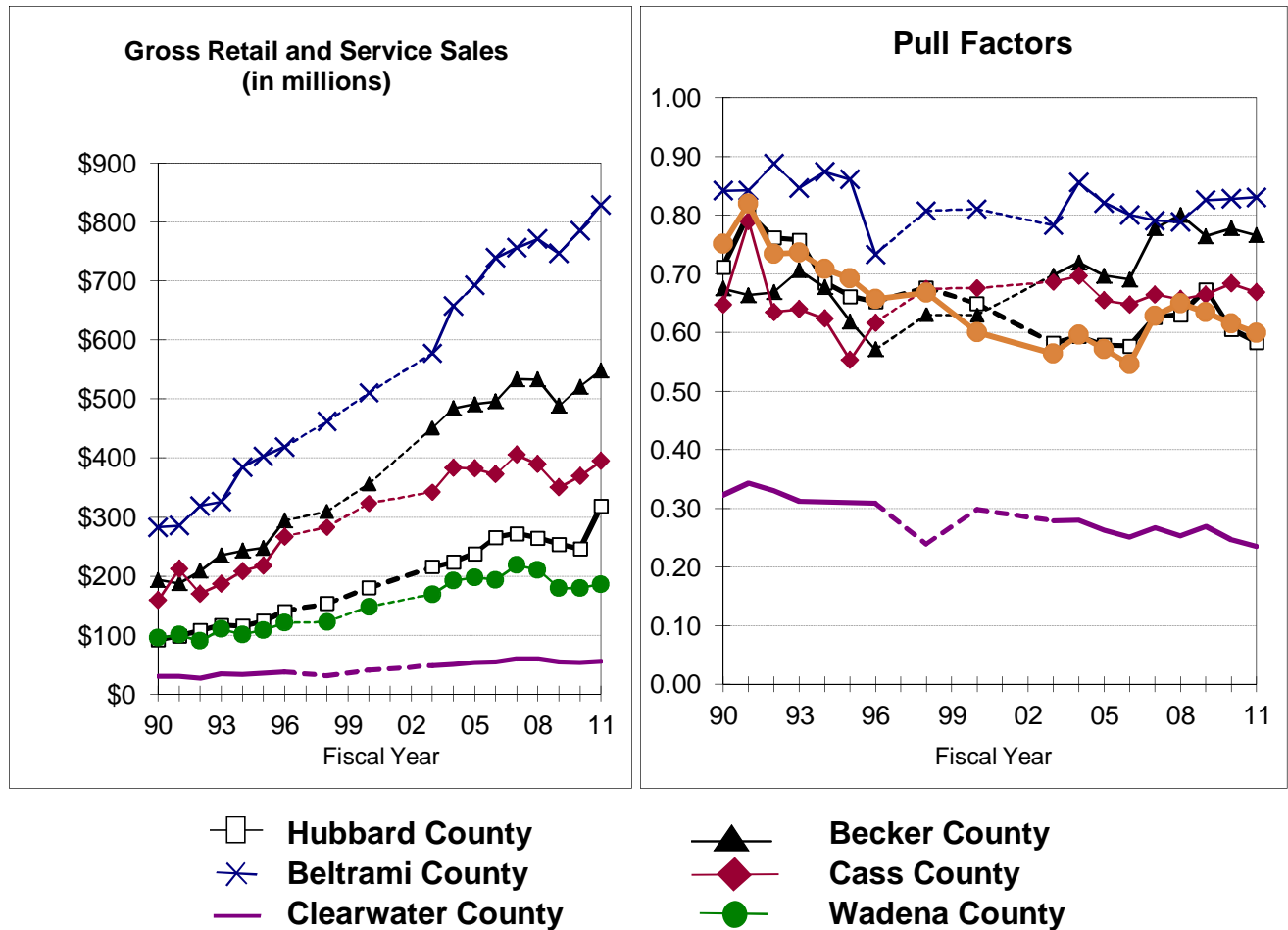
Repair: Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

Personal Services: Barbers, beauty salons, tanning facilities, funeral homes, laundromats, dry cleaners, pet groomers, and kennels.

*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Comparison with Neighboring Counties

Hubbard County



Comparison with Neighboring Counties, 2011

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Hubbard County	20,439	\$318.71	\$111.15	633	\$5,438	0.58
Becker County	32,770	\$548.65	\$233.96	777	\$7,140	0.77
Beltrami County	45,212	\$829.41	\$349.95	1,010	\$7,740	0.83
Cass County	28,396	\$395.07	\$176.97	891	\$6,232	0.67
Clearwater County	8,774	\$56.01	\$19.23	161	\$2,192	0.24
Wadena County	13,709	\$186.28	\$76.57	331	\$5,585	0.60

Trade Area Analysis of Retail Sales

Hubbard County

The following tables provide information on retail sales by merchandise category. "Potential sales" is a standard to which actual performance is compared. In calculating potential sales, population and income characteristics are taken into account. Potential sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

Trade Area Analysis by Merchandise Category, 2011

Merchandise Group	Potential Sales (\$millions)	Actual Sales (\$millions)	Variance Between Actual & Potential		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$5.71	\$4.09	-\$1.62	-28.3%	-5,793	14	3.7%
Furniture Stores	\$3.38	\$2.49	-\$0.88	-26.1%	-5,343	18	2.2%
Electronics	\$4.53	NA	NA	NA	NA	NA	NA
Building Materials	\$12.49	\$18.99	+\$6.50	+52.0%	10,625	16	17.1%
Food, Groceries	\$8.62	\$12.72	+\$4.10	+47.6%	9,721	14	11.4%
Health, Personal Stores	\$1.73	\$1.07	-\$0.66	-37.9%	-7,754	4	1.0%
Gasoline Stations	\$2.70	\$4.93	+\$2.23	+82.5%	16,854	21	4.4%
Clothing	\$2.63	\$0.28	-\$2.35	-89.4%	-18,263	11	0.3%
Leisure Goods	\$3.53	\$1.42	-\$2.11	-59.7%	-12,201	22	1.3%
General Merchandise Stores	\$14.97	\$21.32	+\$6.34	+42.4%	8,662	8	19.2%
Miscellaneous Retail	\$4.44	\$3.89	-\$0.55	-12.3%	-2,510	89	3.5%
Amusement & Recreation	\$4.07	\$1.92	-\$2.15	-52.9%	-10,810	13	1.7%
Accommodations	\$4.70	\$7.81	+\$3.11	+66.1%	13,503	80	7.0%
Eating & Drinking Places	\$19.57	\$17.23	-\$2.34	-12.0%	-2,448	53	15.5%
Repair, Maintenance	\$3.30	\$5.28	+\$1.97	+59.8%	12,227	59	4.7%
Personal Services, Laundry	\$2.17	\$0.71	-\$1.46	-67.4%	-13,777	36	0.6%
Total Taxable Retail & Service	\$135.66	\$111.15	-\$24.51	-18.1%	-3,692	633	100.0%

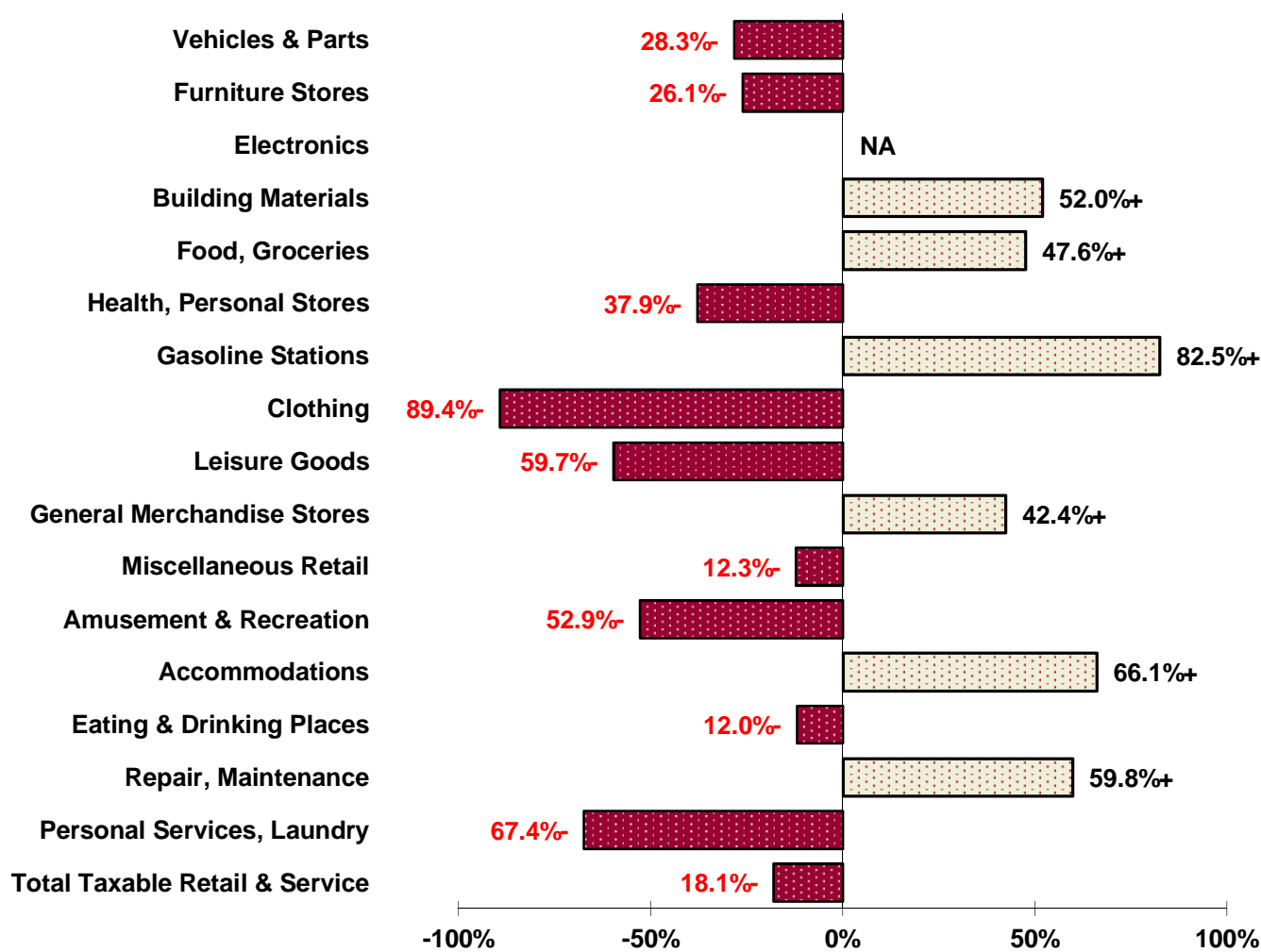
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Hubbard County Retail Trade Performance in Percentages

The chart below depicts the percentage amount Hubbard County's actual sales were above or below potential sales in 2011 by merchandise group. Of the 15 merchandise categories with reported data, sales in 6 of the categories were above what would be expected based on the county's population and income characteristics as well as statewide spending patterns. The strongest merchandise group by this standard is the Gasoline Stations category, which has a 82.5 percent surplus. Overall, Hubbard County had a retail sales leakage of 18.1 percent.

It is important to note that variations in a county's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers and transportation patterns, as well as the individual retailer's management and marketing, can cause the retail sales of a particular county to deviate substantially from potential sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

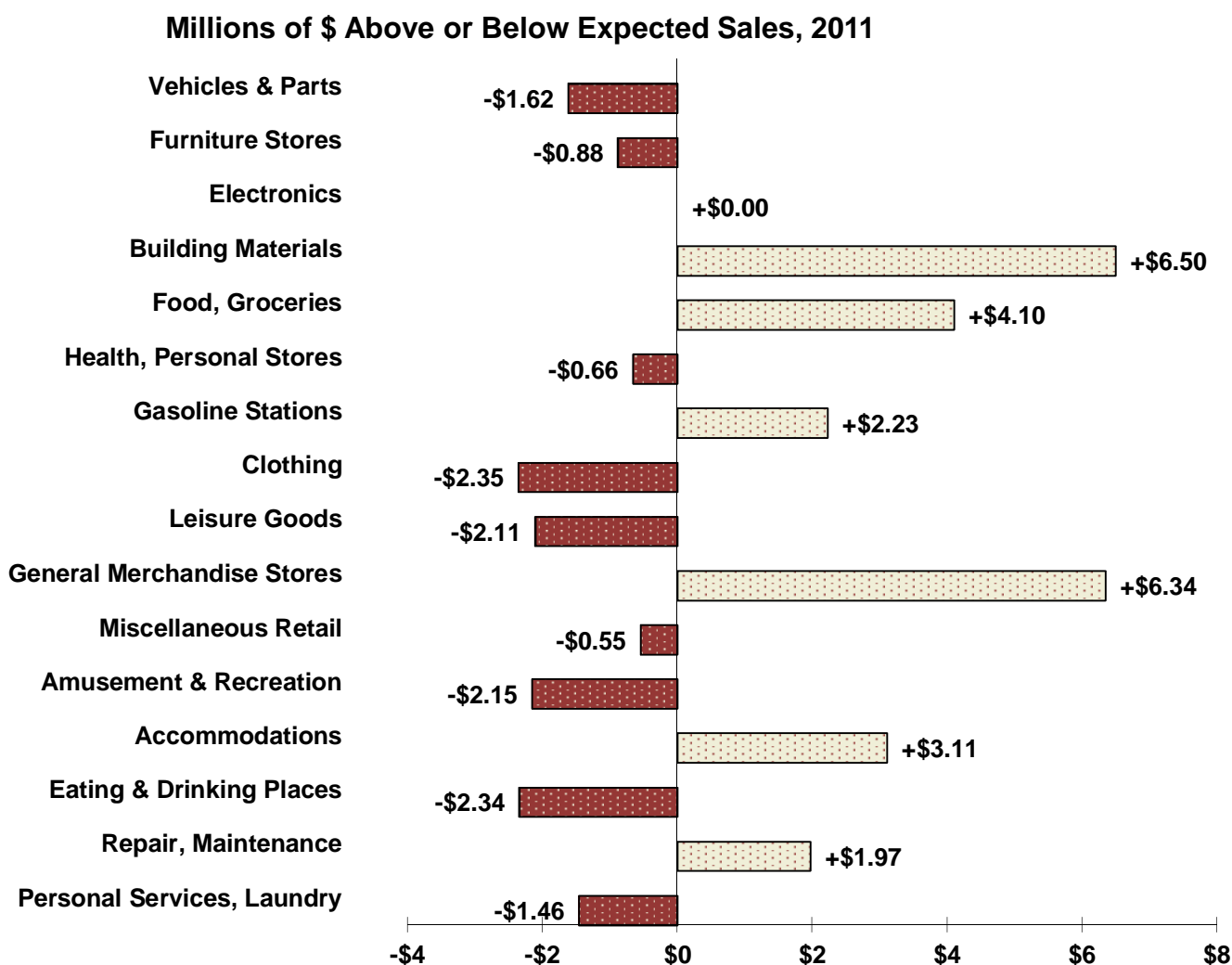
Percentage Above or Below Potential Sales, 2011



Hubbard County Retail Trade Performance in Dollars

The chart below depicts the dollar amount Hubbard County's actual sales were above or below expected sales in 2011 by merchandise group. Of the 15 merchandise categories with reported data, sales in 6 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the Building Materials category, which has a \$6.5 million surplus. Overall, Hubbard County had a retail sales leakage of \$24.5 million in 2011.

It is important to note that variations in a town's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.



Compare the Community to the Region

Park Rapids and Hubbard County

On other pages of this report we compared communities using a combination of retail sectors and service sectors. The information on this page only includes businesses in **retail trade** and does not include service sectors. The retail trade sectors include the following: building materials, motor vehicles & parts, clothing, food stores, electronics, convenience stores, leisure goods, health stores, furniture, general merchandise, non-store retail, and miscellaneous stores.

2011 Retail Sales per capita

